Station KTNV-TV LAS VEGAS, NV
Advertiser () .HELLER FOR SENATE
Product DEAN HELLER
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: HELLER FOR SENATE SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS $32,525
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA
PTL REPLACEMENT OF H.6833041!!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-530A		:30	$125.00	10/10-10/12	2	1	2	$250.00	
		Buyline Comment: 5AM NEWS										
	2	M-TU	5A-530A		:30	$125.00	10/15-10/16	2	1	2	$250.00	
		Buyline Comment: 5AM NEWS										
	3	W-F	530P-6P		:30	$125.00	10/10-10/12	3	1	3	$375.00	
		Buyline Comment: 530AM NEWS										
	4	M-TU	530P-6P		:30	$125.00	10/15-10/16	1	1	1	$125.00	
		Buyline Comment: 530AM NEWS										
	5	W-F	6A-630A		:30	$250.00	10/10-10/12	2	1	2	$500.00	
		Buyline Comment: 6AM NEWS										
	6	M-TU	6A-630A		:30	$250.00	10/15-10/16	2	1	2	$500.00	
		Buyline Comment: 6AM NEWS										
	7	W-F	630A-7A		:30	$250.00	10/10-10/12	2	1	2	$500.00	
		Buyline Comment: 630AM NEWS										

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	8	M-TU	630A-7A		:30	$250.00	10/15-10/16	2	1	2	$500.00	
			Buyline Comment: 630AM NEWS									
	9	W-F	7A-9A		:30	$250.00	10/10-10/12	3	1	3	$750.00	
			Buyline Comment: GOOD MORNING AMERICA									
	10	M-TU	7A-9A		:30	$250.00	10/15-10/16	1	1	1	$250.00	
			Buyline Comment: GOOD MORNING AMERICA									
	11	W-F	9A-10A		:30	$200.00	10/10-10/12	2	1	2	$400.00	
			Buyline Comment: THE MORNING BLEND									
	12	M-TU	9A-10A		:30	$200.00	10/15-10/16	1	1	1	$200.00	
			Buyline Comment: THE MORNING BLEND									
	13	W-F	10A-11A		:30	$450.00	10/10-10/12	2	1	2	$900.00	
			Buyline Comment: THE VIEW									
	14	M-TU	10A-11A		:30	$450.00	10/15-10/16	1	1	1	$450.00	
			Buyline Comment: THE VIEW									
	15	W-F	11A-12P		:30	$250.00	10/10-10/12	2	1	2	$500.00	
			Buyline Comment: MIDDAY NEWS									
	16	M-TU	11A-12P		:30	$250.00	10/15-10/16	1	1	1	$250.00	
			Buyline Comment: MIDDAY NEWS									
	17	W-F	12P-1P		:30	$250.00	10/10-10/12	2	1	2	$500.00	
			Buyline Comment: THE CHEW									
	18	M-TU	12P-1P		:30	$250.00	10/15-10/16	1	1	1	$250.00	
			Buyline Comment: THE CHEW									

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	19	W-F	2P-3P		:30	$250.00	10/10-10/12	2	1	2	$500.00	
			Buyline Comment: GENERAL HOSPITAL									
	20	M-TU	2P-3P		:30	$250.00	10/15-10/16	1	1	1	$250.00	
			Buyline Comment: GENERAL HOSPITAL									
	21	W-F	3P-330P		:30	$225.00	10/10-10/12	2	1	2	$450.00	
			Buyline Comment: MILLIONAIRE									
	22	M-TU	3P-330P		:30	$225.00	10/15-10/16	1	1	1	$225.00	
			Buyline Comment: MILLIONAIRE									
	23	W-F	330P-4P		:30	$200.00	10/10-10/12	2	1	2	$400.00	
			Buyline Comment: AFTERNOON NEWS									
	24	M-TU	330P-4P		:30	$200.00	10/15-10/16	1	1	1	$200.00	
			Buyline Comment: AFTERNOON NEWS									
	25	W-F	4P-430P		:30	$225.00	10/10-10/12	2	1	2	$450.00	
			Buyline Comment: JUDGE JUDY									
	26	M-TU	4P-430P		:30	$225.00	10/15-10/16	1	1	1	$225.00	
			Buyline Comment: JUDGE JUDY									
	27	W-F	430P-5P		:30	$225.00	10/10-10/12	2	1	2	$450.00	
			Buyline Comment: JUDGE JUDY									
	28	M-TU	430P-5P		:30	$225.00	10/15-10/16	1	1	1	$225.00	
			Buyline Comment: JUDGE JUDY									
	29	W-F	5P-530P		:30	$300.00	10/10-10/12	2	1	2	$600.00	
			Buyline Comment: 5PM NEWS									

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	30	M-TU	5P-530P		:30	$300.00	10/15-10/16	2	1	2	$600.00	
			Buyline Comment: 5PM NEWS									
	31	W-F	6P-630P		:30	$325.00	10/10-10/12	2	1	2	$650.00	
			Buyline Comment: 6PM NEWS									
	32	M-TU	6P-630P		:30	$325.00	10/15-10/16	2	1	2	$650.00	
			Buyline Comment: 6PM NEWS									
	33	W-F	630P-7P		:30	$325.00	10/10-10/12	3	1	3	$975.00	
			Buyline Comment: 630PM NEWS									
	34	M-TU	630P-7P		:30	$325.00	10/15-10/16	1	1	1	$325.00	
			Buyline Comment: 630PM NEWS									
	35	W-F	7P-730P		:30	$225.00	10/10-10/12	2	1	2	$450.00	
			Buyline Comment: ACCESS HOLLYWOOD									
	36	M-TU	7P-730P		:30	$225.00	10/15-10/16	2	1	2	$450.00	
			Buyline Comment: ACCESS HOLLYWOOD									
	37	W-F	730P-8P		:30	$225.00	10/10-10/12	2	1	2	$450.00	
			Buyline Comment: MILLIONAIRE									
	38	M-TU	730P-8P		:30	$225.00	10/15-10/16	2	1	2	$450.00	
			Buyline Comment: MILLIONAIRE									
	39	W-F	11P-1135P		:30	$600.00	10/10-10/12	2	1	2	$1,200.00	
			Buyline Comment: LATE NEWS									
	40	M-TU	11P-1135P		:30	$600.00	10/15-10/16	1	1	1	$600.00	
			Buyline Comment: LATE NEWS									

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	41	W-F	1135P-1205A		:30	$350.00	10/10-10/12	2	1	2	$700.00	
		Buyline Comment: NIGHTLINE										
	42	M-TU	1135P-1205A		:30	$350.00	10/15-10/16	2	1	2	$700.00	
		Buyline Comment: NIGHTLINE										
	43	M	10P-11P		:30	$1,750.00	10/15-10/15	1	1	1	$1,750.00	
		Buyline Comment: CASTLE										
	44	TU	8P-9P		:30	$4,000.00	10/16-10/16	1	1	1	$4,000.00	
		Buyline Comment: DANCING RESULTS										
	45	W	10P-11P		:30	$1,350.00	10/10-10/10	1	1	1	$1,350.00	
		Buyline Comment: REVENGE										
	46	SA-SU	5A-530A		:30	$175.00	10/13-10/14	2	1	2	$350.00	
		Buyline Comment: WEEKEND 5AM NEWS										
	47	SA-SU	530A-6A		:30	$175.00	10/13-10/14	2	1	2	$350.00	
		Buyline Comment: WEEKEND 530AM NEWS										
	48	SA-SU	6A-630A		:30	$225.00	10/13-10/14	2	1	2	$450.00	
		Buyline Comment: WEEKEND 6AM NEWS										
	49	SA-SU	630A-7A		:30	$225.00	10/13-10/14	2	1	2	$450.00	
		Buyline Comment: WEEKEND 630AM NEWS										
	50	SA-SU	7A-8A		:30	$250.00	10/13-10/14	2	1	2	$500.00	
		Buyline Comment: WEEKEND G.M.A.										
	51	SA-SU	8A-9A		:30	$200.00	10/13-10/14	2	1	2	$400.00	
		Buyline Comment: WEEKEND NEWS										

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	52	SA	9A-4P		:30	$900.00	10/13-10/13	1	1	1	$900.00	
			Buyline Comment: COLLEGE FOOTBALL									
	53	SA	5P-830P		:30	$1,500.00	10/13-10/13	1	1	1	$1,500.00	
			Buyline Comment: COLLEGE FOOTBALL									
	54	SA	6P-630P		:30	$250.00	10/13-10/13	1	1	1	$250.00	
			Buyline Comment: SATURDAY 6PM NEWS									
	55	SU	10A-11A		:30	$350.00	10/14-10/14	1	1	1	$350.00	
			Buyline Comment: THIS WEEK									
	56	SU	6P-630P		:30	$300.00	10/14-10/14	1	1	1	$300.00	
			Buyline Comment: SUNDAY 6PM NEWS									

---REPORT TOTALS---
Report Totals: 94 / $32,525.00

---SALES MONTHLY TOTALS---

Oct 12: 94 / $32,525.00
Sales Totals: 94 / $32,525.00
Station Totals: 94 / $32,525.00
Lines not sent/rcld/rtrn: 0 / $0.00
---COMPETITIVE---

Market Totals	$180,694	KBLR	0%	KLAS	25%	KSNV	26%	KTNV	18%	KTUD	1%
		KVCW	3%	KVMY	5%	KVVU	22%				

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE